

Dulcimer PLAYERS NEWS

Advertising Prices and Guidelines

“... I love shopping the ads in DPN! It's like getting a music store in my mailbox and I always seem to find something to buy.”

Specifications

DPN is an 8.5 X 11, 74 page journal printed on high quality, low gloss paper. Every magazine also includes a sampler CD which is filled with music from our reviews pages, and audio tracks that support and enhance our stories.

DPN is assembled using Adobe InDesign CS4. InDesign accepts files saved in the following formats: InDesign,

Photoshop, Illustrator, JPEG, TIFF, and PDF. If you are designing your ad in a word processor, ie. Microsoft Word, you must export and submit the file as a high quality PDF before submitting. **We do not recommend designing your ad in a word processor.**

All graphic elements, ie. photos, logos, etc., should be **300 dpi** or higher. We

will contact you if your ad does not meet specifications or will incur any additional design or conversion fees.

Ads with graphic areas that touch the edge of the page are called full-bleed ads. An area of .1969 inches (5 mm) must be added to the outside edges. This area will then be trimmed during printing. This area is included in our dimensions on the following pages.

Full Page / Full Bleed Orientation: vertical Display Dimensions: 8.5 x 11 in.

Pre Trim Dimensions: 8.8937 X 11.3937 in.

(2668 pixels X 3418 pixels)

Ads with graphic areas that touch the edge of the page are called full-bleed ads. An area of .1969 inches (5 mm) must be added to the outside edges.

This area will then be trimmed during printing.
Full page ads appear on pages by themselves and receive premium placement in the magazine.

Special Cover Placement Prices

Outside Back Cover: \$650

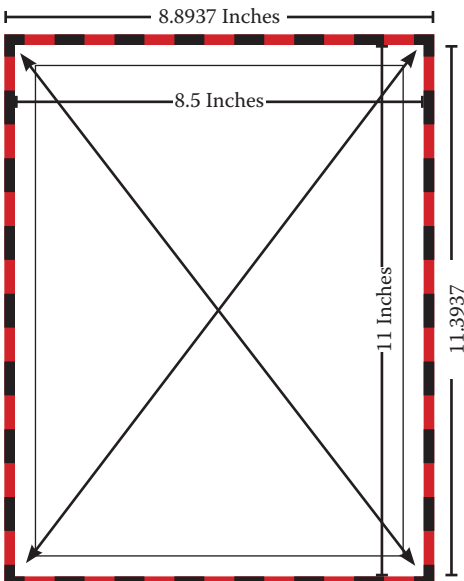
Inside Front Cover: \$600

Inside Back Cover: \$600

(cover placement is subject to availability)

Regular Placement Price

Inside: \$550



Quarter Page

Orientation: vertical

Display Dimensions:

3.625 x 4.875 in.

(1088 pixels X 1463 pixels)

Regular Placement Price

Inside: \$150

Insert Card Black & White

*(2 pages available,
reservation required
and subject to availability)*

Card: \$150

Half Page

Orientation: horizontal

Display Dimensions: 7.5 x 4.875 in.

(2250 pixels X 1463 pixels and 300 Pixels/inch)

Regular Placement Price

Inside: \$275

Insert Card Black & White

(2 pages available, reservation required and subject to availability)

Card: \$275

Half Page

Orientation: vertical

Display Dimensions: 3.625 x 10 in.

(1088 pixels X 3000 pixels)

Regular Placement Price

Inside: \$275

Third Page
Orientation: vertical
Display
Dimensions:
2.33 x 10 in.
(2550 pixels X 1463 pixels)

Regular Placement
Price
Inside: \$190

Quarter Page Horizontal
Orientation: vertical
Display Dimensions: 4.915 x 3.5938 in.
(1475 pixels X 1078 pixels)

Regular Placement Price
Inside: \$150
Insert Card Black & White
*(2 pages available,
reservation required
and subject to availability)*
Card: \$150

Third Page
Orientation: square
Display Dimensions: 4.915 x 4.875 in.
(2550 pixels X 1463 pixels)

Regular Placement Price
Inside: \$190

Connections

Perhaps what's most remarkable about DPN is the tight bond its readers feel with *their* magazine. Long time subscribers have come to expect focused content and reliable, quality products from vendors they trust. New readers are hungry for instruction and products to support their hobby. DPN delivers. We produce 35 hundred magazines and CDs per quarter and tend to be completely sold out within a few months of each printing.

Support Web

While many purchases are made over the internet these days, there is great news for niche market magazines when it comes to their influence on buying decisions. A study conducted by Deloitte indicated that magazines were second only to television in having the most impact on the buying decisions of internet users in the US and the UK. The cost of reaching a small, targeted audience like the dulcimer community with TV ads is unthinkable expensive. DPN lands directly in the hands of those you want to reach.

Affordable and Effective

Some decisions are simple. The following pages contain size and pricing information to help you find an ad package to fit your business. Look at the possibilities then give us a call. Design consultation is free to our advertisers or we can design an ad for you for as little as 40 dollars. We'll be glad to give you a quote on more complicated custom designs and graphic packages for branding your business. Samples of DPN designs are available on our web site.

6th Page

Orientation: horizontal

Display Dimensions: 4.915 x 2.3125 in.

(1475 pixels X 694 pixels)

Regular Placement Price

Inside: \$105

6th Page

Orientation: vertical

Display Dimensions:

2.33 x 4.875 in.

(699 pixels X 1463 pixels)

Regular Placement Price

Inside: \$105

Getting Started - Our readers are more likely to remember and recognize you if they have repeated impressions from a regularly appearing ad. If you're a builder, store, or performer, you should think long term when planning your advertising. For a festival it may be more practical to place a large ad that runs in only a couple of issues leading up to the festival date.

Keep It Simple - An effective ad probably delivers no more than one or two simple messages. Don't try and squeeze your entire track list, CD cover, schedule of performances, book list, etc. into a quarter page ad. Nobody will read all that information, especially if cramming in too much can only be accomplished by reducing the type size.

Hire A Designer - Professional design software is expensive and unless you already have a good understanding of the difference between CMYK and RGB, print versus screen resolution, why white space is important, font selection, etc.,

the learning curve can be steep. When you count the value of your time, hiring someone with the ability to quickly create a nice-looking, clean design is a bargain. Listen to their advice. Don't force them to include so much information that there is no empty space left.

What's it usually cost for design? - Expect to pay from \$30 to \$80 an hour for design work. A simple ad may only take a designer an hour to produce. Complex designs require more time, and smaller ads are sometimes harder to build than larger ones because of space constraints.

Bang for the Buck - Pick up other magazines you admire and browse the ads. Try and determine what makes some ads hold your eye longer than others. It's worth the time to brainstorm and try to come up with a creative idea. Your ad will be seen thousands of times, for years to come. Take the time to get it right.